

**Request for Proposals
Round 14**



**Public
Involvement
and Education
Fund**

Proposals due: October 13, 2003, 5 p.m.

August 2003

Request for Proposals

TIMELINE

September 3, 2003	Proposal assistance workshop
October 13, 2003	Proposals due
Early December 2003	Finalists selected
January 2004	Draft project scope and letters of commitment due
January 2004	Projects begin
May 15, 2005	Projects completed

Public Involvement and Education Fund

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DEADLINE: October 13, 2003, 5 p.m.



PUGET SOUND
ACTION TEAM

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(360) 407-7300
(800) 54-SOUND
www.psat.wa.gov

The Puget Sound Action Team is an equal opportunity and affirmative action employer. If you have special accommodation needs or need this document in an alternative format, please contact the Action Team's ADA representative at (360) 407-7300. The Action Team's TDD number is (800) 833-6388.



Quick Facts

- Projects must benefit the Puget Sound Basin and address one or more of the topics for funding described on page 1.
- Any Washington State resident, business, organization, watershed or salmon group, tribal or local government, school or educator may apply. State and federal agencies may not receive Public Involvement and Education (PIE) funds.
- The Puget Sound Action Team encourages and favors, but does not require, matching funds.
- Maximum funding per project is \$45,000.
- Through personal services contracts the Puget Sound Action Team obtains the services of individuals and organizations to carry out the *Puget Sound Water Quality Work Plan*. Services provided under a PIE contract are compensated on a reimbursement basis. The PIE fund is not a grant program.

Introduction

Welcome to the Public Involvement and Education Fund!

During the previous 13 rounds of funding, more than 300 projects totaling more than \$6 million dollars reached millions of people. The legacy of this program is a better-informed and more involved public and most importantly, a healthier and more sustainable Puget Sound.

The Puget Sound Action Team (Action Team) is the state's partnership for Puget Sound. Our purpose is to protect and restore Puget Sound and its spectacular diversity of life now and for future generations. The Action Team defines, coordinates and implements the state's environmental and sustainability agenda for Puget Sound. The PIE fund is one way the Action Team involves citizens in this process.

At the heart of the PIE fund is the belief that through public involvement and education, community-based organizations and diverse partnerships can involve people in, and educate people about, the health of Puget Sound in ways that state government by itself cannot.

PIE seeks to fund projects that provide people with the information, experience, and tools they need to become effective advocates for and defenders of Puget Sound.

Topics for Funding

Projects must improve the environmental quality of Puget Sound through direct actions or changes in what people know about the Sound and how they interact with it. The Action Team is interested in supporting projects that address the following priorities:

- Reduce harmful impacts from stormwater runoff.
- Prevent contamination from public and private sewage systems and other nonpoint pollution sources.
- Protect shorelines and other critical areas that provide important ecological functions.
- Educate and involve the public in the recovery of orcas, salmon, groundfish, and forage fish.
- Reduce continuing toxic contamination and prevent future contamination.

Proposal Guidelines

Use the guidelines listed below. If the following format is not used, or if any of these elements are missing, the proposal will not be scored. Your proposal must not exceed six pages, not including the appendices.

You may submit applications in hard copy format via United States mail, Federal Express, United Parcel Service, or by hand. The Action Team will also accept applications via e-mail at gwilliams@psat.wa.gov. **Do not fax your application.**

Visit www.psat.wa.gov/Programs/Pie_Ed/pie14_RFP.htm for more details.

Proposal Presentation

1. Paper: 8 ½ x 11 inches.
2. Font size: 10 point or larger.
3. Margins: 1-inch (top, bottom, left, right)
4. Page length: Six (6) pages plus appendices.
(Three pages, front and back.)
 - Page 1—Cover Page
 - Page 2—Abstract Page (*Nothing else should appear on this page*)
 - Pages 3-6—Project Design, Project Personnel, Project Partners, and Budget
 - Appendix A—Project Personnel Description/Qualifications
 - Appendix B—Monitoring Description (Optional, depending on proposal)
 - Appendix C—Restoration Description (Optional, depending on proposal)

IMPORTANT: Assemble and number your proposal elements as described below. Use the headings listed below.

I. Cover Page – page 1 (Do not include a cover letter.)

1. Organization submitting proposal.
2. Address.
3. Geographic area served by project (be specific).
4. Water body(ies) that will benefit from project.
5. Water Resource Inventory Area (WRIA) that will benefit from project. Refer to www.ecy.wa.gov/services/gis/maps/wria/wria.htm for WRIA descriptions and maps.
6. This project addresses the following priorities:
 - ☐ Reduces harmful impacts from stormwater runoff.
 - ☐ Prevents contamination from public and private sewage systems and other nonpoint sources.
 - ☐ Protects shorelines and other critical areas that provide important ecological functions.
 - ☐ Educates and involves the public in the recovery of orcas, salmon, groundfish, and forage fish.
 - ☐ Reduces continuing toxic contamination and prevents future contamination.
7. Exact funding amount requested: \$_____
8. Matching/in-kind funds? ☐No ☐Yes
Estimated Amount \$_____

9. Name of contact person for the project, telephone, e-mail, fax.
10. Name of alternate contact person, telephone, e-mail.
11. Name of fiscal contact, telephone.
12. Are you a previous PIE Fund contractor? ☐No ☐Yes
If yes, what was the contract number or, if number unknown, the PIE Round number and/or year? _____
13. Is this a previously funded PIE project? ☐No ☐Yes

II. Abstract Page – page 2 (15 Points)

Summarize in one paragraph the goals, purpose, and audience of the project. Include what you want to accomplish and how it will be accomplished. Describe how your project will promote the protection of Puget Sound.

No other information should appear on the abstract page.

III. Project Design – pages 3-6 (50 Points)

Your project design must include sections A-F in the following order:

- A. **Issue and/or problem**
Describe the issue and/or problem to be addressed. The issue and/or problem must be clearly tied to the protection of Puget Sound and the topics for funding listed on page 1.
- B. **Objectives**
List the objectives of the project. They should be specific, realistic, and measurable. Well-written objectives should include the results or outcomes of the project in terms of benefits to the environment and how people will be involved in achieving them. Examples of measurable objectives include:
 - **Knowledge Change:** Twenty high-school biology students will improve their knowledge about why shellfish areas are downgraded.
 - **Attitude Change:** Fifty percent of the participants will indicate that they are more likely to consider conservation easements as an option for their land.
 - **Skill Change:** Sixty-five percent of the workshop attendees will learn how to compost horse manure.
 - **Aspiration Change:** Twenty percent of business developers plan to incorporate low impact development techniques in future development.
 - **Behavior Change:** Thirty percent of the on-site sewage system workshop participants will have their system inspected, monitored, or pumped within six months of attending the class.
- C. **Target audience**
Describe your target audience, the number, and age levels of people the project will involve or reach.
- D. **Activities**
List the project activities you will conduct to achieve the objectives listed above. Explain why your activities are effective for informing, educating, and involving your target audience. Include plans for disseminating the results of the project or the products developed.

(Note: For projects that have a monitoring component, be sure to complete Appendix B. For projects that have a restoration component, be sure to complete Appendix C.)

E. Deliverables

List the specific deliverables of the project, such as publications or events.

F. Evaluation

Describe how you will evaluate your project to determine its effectiveness and its benefits to Puget Sound. For each project objective describe how you will measure its success. Describe how you measure changes in knowledge, attitudes, skills, aspirations, and behaviors.

PIE contractors will need to prepare an evaluation plan early in their project. The Action Team will reimburse contractors' staff time for this expense under the terms of the PIE contract. Make sure to include this expense in your budget.

IV. Project Personnel (10 Points)

Provide a brief description of the sponsoring organization and its mission. List the name and affiliation of the individual(s) proposed as project lead(s). In Appendix A, provide a one-paragraph description of each project personnel member noting his or her current position and relevant experience. Attach a job description if the position has not been filled yet.

Project personnel are individuals directly involved in the day-to-day activities of the proposed project. They are familiar with the project's work plan and budget, play a lead role in most or all elements of the project, and are responsible for managing the contract. They may be paid staff or volunteers.

V. Project Partners (5 Points)

List the project partners. Partners are people who commit resources or advice. Look to local governments, local businesses, nearby tribes, non-profit organizations, neighborhood groups, and others who may have an interest in your project and its eventual outcome. Projects involving schools must have a teacher as a partner. Any science project must have a qualified partner that can provide technical review. If you need help finding a technical review partner, contact your local liaison listed on the inside of the back cover.

For monitoring and restoration projects, we encourage you to contact or seek partnerships with your local watershed or salmon recovery planning group to make sure your project is consistent with your community's planning goals. For planning group contact information visit www.psat.wa.gov/About_Sound/County.htm or contact an Action Team local liaison from your county. Contact information is at the end of this document.

VI. Budget and Cost Justification (20 Points)

The Action Team will evaluate your budget and cost justification on how clearly you describe your funding needs and how realistic and appropriate the costs are for the project.

A. Budget

Present your budget using the categories in the table on the following page. See the information on page 9 for definitions of these categories and details about allowable costs. You may omit a category if you have no costs associated with it.

Budget Category	PIE Request	In Kind	Total
Personnel x hours@ \$__per hour			
Office			
Travel			
Materials			
Indirect Costs			
Special			
Total			

B. Cost Justification/Explanation

Write a brief narrative that summarizes the funding needs for your project and links the six categories listed above. Refer to the deliverables' section; give a cost analysis of each deliverable. For example, if you are putting on a series of workshops indicate how much each workshop will cost. Remember to budget personnel time to develop your project's evaluation plan. Describe resource commitments of in-kind donations, funds, and/or volunteers from other groups. The Action Team encourages and favors in-kind donations and matching funds.

(Note: You may NOT use PIE Funds as a match for other state-funded programs or grants.)

VII. Appendices

Attach the following in order from A-C, at the end of the proposal. Do not count them as part of the six-page proposal limit. Only include the information requested.

Appendix A. Project Personnel Description/Qualifications (Required)

For each individual identified in Section IV as project personnel, provide a one-paragraph description noting their current position and relevant experience.

Appendix B. Monitoring Description (Required if your project includes a monitoring component.)

Please address the items below. Limit your response to one page. Note that the end-user and the scientist may be project personnel or project partners.

1. Briefly describe the monitoring included in your proposal. Include overall objectives.
2. Who (include name and title) will advise you? A qualified scientist or someone qualified in the type of monitoring proposed in this project should provide guidance for your work. This person could be project personnel or a project partner.
3. Who will conduct the monitoring? Specify whether these individuals are subcontractors, paid staff, or citizen volunteers.
4. How will you use or apply the data?

The Action Team encourages monitoring as a hands-on learning experience for students or other citizens or as a means of documenting environmental changes resulting from your project. We seek to fund projects where the monitoring data is useful.

Appendix C. Restoration Description (Required if your project includes a restoration component.)

Reply to the questions below. Limit your response to one page.

1. Briefly describe the restoration included in your proposal. Include overall objectives and what habitat you are attempting to re-create or improve.
2. What permits have you obtained or will you need to obtain in order to proceed with your proposed activities?
3. Describe how you will characterize and record pre-restoration conditions at the site (e.g. maps, photos, surveys).
4. Who will conduct the restoration activities? Specify whether these individuals are subcontractors, paid staff, or citizen volunteers.

Proposal Assistance

Workshop

The Action Team encourages you to attend this proposal assistance workshop to get answers to questions you may have about the preparation and submission of your proposal. The workshop will be:

September 3, 2003, 1 to 3 p.m.
Edmonds City Hall
121 5th Ave. N.
Edmonds, WA 98020
Call (425) 775-2525 for directions
To download a map and directions, visit
www.psat.wa.gov/Programs/Pie_Ed/pie14_RFP.htm

Tutorial

This year the Action Team has developed an online tutorial to help you prepare your proposal. Visit www.psat.wa.gov/Programs/Pie_Ed/pie14_RFP.htm for more information.

Action Team Staff

For additional information on PIE, contact the environmental education contract administrator or the local liaison for your county listed on the inside of the back cover.

Proposal Deadline

Your proposal application (printed or electronic) is due at the Puget Sound Action Team office by October 13, 2003 at 5 p.m. Copies received after the deadline are ineligible.

You may deliver your proposal in one of the following ways:

By regular mail:

PIE RFP
Puget Sound Action Team
P.O. Box 40900
Olympia, WA 98504-0900

Federal Express, United Parcel Service, or other courier that requires a street address:

Puget Sound Action Team
300 Desmond Drive, Section E
Lacey, WA 98503

Hand delivery:

Puget Sound Action Team
Department of Ecology Building
300 Desmond Drive
1st Floor, receptionist station
Lacey, WA

E-mail attachment (one copy):

Gigi Williams
gwilliams@psat.wa.gov

Due to the possibility of last minute delays in mail delivery, the Action Team encourages you to mail early.

Selection Process

Action Team agency staff and members of the community including educators, representatives of environmental and public interest groups, industry and business, agriculture, or local and tribal governments will evaluate the proposals .

The selection committee will not score proposals that do not meet the basic criteria or adhere to the formatting guidelines listed in this RFP.

Final selection will be based entirely on the quality of the written proposal. The Action Team will not conduct interviews in this round of PIE funding.

Finalist selection

Finalists must present supplementary information in early December 2003, before the Action Team awards PIE funding. This may include letters of commitment from partners and a draft scope of work showing project deliverables and schedules.

Awards

The Action Team will offer awards and negotiate contracts during December 2003 through January 2004. Action Team staff will brief selected contractors on PIE contracting requirements at one-on-one conferences in January 2004.

Contractors must have a Washington State tax registration number and/or an IRS employer identification number. Successful applicants who are individuals or non-incorporated organizations may need to select a responsible fiscal agent prior to execution of their contract.

When contractors sign the contract and begin work, they must prepare an evaluation plan as their first deliverable, prior to reimbursement of project expenses. The Action Team will reimburse contractors for this expense as described in the PIE contract.

The Action Team compensates services provided under contract on a reimbursement basis. You may request reimbursements to be scheduled monthly or quarterly. All PIE fund contractors must submit quarterly updates as well as a final report and project evaluation at the conclusion of the contract period.

PIE contractors retain all rights to any materials and all other information delivered under the terms of their contract. However, the Action Team retains the right to use, publish, or reproduce these materials or information without notification or additional reimbursement to the contractor. Contractors will be required to provide final products in an electronic format in addition to printed copies.

Allowable and Non-allowable Costs

All costs must result solely from work performed under the PIE project contract. The contractor must provide the durable equipment and property needed to complete the work of the contract.

Allowable costs

Personnel

- Salaries and wages, employee benefits (must be comparable to related programs within the organization and generally not to exceed 20 percent of salaries/wages).
- Professional services (per hour rate with estimated/budgeted time allowed).
- Legal expenses limited to legal needs of the contractor related to contract work (not for defense of claim against the contractor).

Office

- Postage, shipping, copying, printing, office supplies, telephone costs (solely related to contract work).
- Rental of office space and insurance (prorated for the life of the contract).

Travel

- Mileage rate at \$0.345 cents a mile.
- Lodging/meals reimbursement per diem according to state guidelines for volunteers and staff (<http://www.policyworks.gov/org/main/mt/homepage/mtt/perdiem/travel.shtml>).

Materials

- Materials and equipment necessary to carry out the work of the contract.
- Equipment rental for the sole use of contract work.
- Maintenance and repair only to keep equipment in operating order for the life of the contract.
- Reference materials (if related to contract work, but must be available to the public).

Indirect costs

- Limited to 10 percent of costs of employees' salaries and benefits (include such costs as utilities and administrative assistance solely related to PIE project contract work).

Special costs

Expenses unique to your project that do not fit into other budget categories.

- Computer software—only if it is unique to your project and specified in the contract.
- Hosting meetings and conferences—only if clearly defined in contract.
- Attending meetings and conferences—only with prior written permission and then only for presentations of information related to contract work.
- Organizational (not individual) memberships—only if necessary to complete contract work. You will not be reimbursed for memberships in organizations that influence legislation.

Food

- As long as state guidelines are met. See www.ofm.wa.gov/policy/70.10.htm for more information.

Non-allowable costs

The Action Team will not reimburse the following costs:

- Computer hardware and supplies.
- Contingency funds.
- Contributions and donations.
- Depreciation.
- Entertainment.
- Fines and penalties.
- Bad debts.
- Interest rates and cost of borrowing.
- Prepayments.
- Legislative expenses.
- Unexpended funds.

Contacts

Puget Sound Action Team Support Staff

The Action Team's education staff and local liaisons can answer your general questions about Public Involvement and Education.

Environmental Education Contract Administrator:

Anne Criss
(360) 407-7304
acriss@psat.wa.gov

Education and Public Involvement Program Lead:

Mary Knackstedt
(360) 407-7336
mknackstedt@psat.wa.gov

Local Liaisons:

Harriet Beale: Island County
(360) 407-7307
hbeale@psat.wa.gov

John Cambalik: Clallam, Jefferson, and Kitsap counties
(360) 582-9132
jcambalik@psat.wa.gov

Hilary Culverwell: Whatcom, Skagit, and Snohomish counties
(206) 721-4377
hculverwell@psat.wa.gov

Stuart Glasoe: Mason and Thurston counties
(360) 407-7319
sglasoe@psat.wa.gov

Kathy Taylor: King and Pierce counties
(253) 333-4920
ktaylor@psat.wa.gov

San Juan County
Position Vacant
Contact (800) 54-SOUND for assistance.

Puget Sound Action Team Partners

The Puget Sound Action Team is the state's partnership for Puget Sound. The Action Team Partnership defines, coordinates, and puts into action the state's environmental and sustainability agenda for the Sound.

Local governments represented by:

City of Burien
Whatcom County

Washington State government agencies:

Community, Trade and Economic Development
Conservation Commission
Department of Agriculture
Department of Ecology
Department of Fish and Wildlife
Department of Health
Department of Natural Resources
Department of Transportation
Indoor Committee for Outdoor Recreation
Parks and Recreation Commission

Tribal government represented by:

Tulalip Tribes

Federal government organizations:

NOAA Fisheries
U.S. Environmental Protection Agency
U.S. Fish and Wildlife Service